

Wyoming Lawyer

Advertising Rates

THREE-TIME AWARD-WINNER!

The [Wyoming Lawyer](#) has been awarded the National Association of Bar Executives Communications Section Luminary Award for excellence in publications THREE times—2011, 2021 and 2023.

A WISE CHOICE FOR ADVERTISERS

Wise marketers understand that if they want an audience to pay attention to a particular message, businesses need to utilize a medium that the audience prefers and uses frequently. There is only one medium that reaches every lawyer in the state of Wyoming - the [Wyoming Lawyer](#).

OVERVIEW

[Wyoming Lawyer](#) is the official publication of the Wyoming State Bar. It is a full-color, glossy magazine that is mailed six times per year to every lawyer licensed to practice law in Wyoming. The circulation of the magazine is approximately 3,800.

DIGITAL EDITION

To help advertisers get more from their advertising investment, [Wyoming Lawyer](#) offers an enhanced digital edition of the magazine. The digital edition is available free of charge to anyone who visits the Bar's website. This only increases readership among audience segments who do not regularly receive or subscribe to the magazine, such as employees of law firms and court personnel.

Another benefit of the digital edition is all ads are interactive with hotlinks to the advertiser's website and/or e-mail

2024 RATES

PREMIUM POSITION

	one-time insertion	three insertions*
back cover full page	\$1,450	\$1,300
inside front full page	\$1,000	\$900
inside front half page	\$380	\$340
inside back full page	\$1,000	\$900
inside back half page	\$380	\$340

INTERIOR POSITION

	one-time insertion	three insertions*
full page	\$540	\$485
one half page	\$360	\$325
one third page	\$285	\$255
one fourth page	\$235	\$210

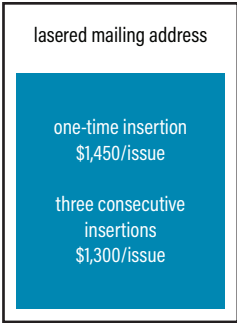
All ads are full-color.

* Rate is per issue. Must be three consecutive issues in order to receive discount.

ADVERTISING CONTACT

Sharon Wilkinson, Editor
Wyoming State Bar
P.O. Box 109
Cheyenne, WY 82003
(307) 432-2102
swilkinson@wyomingbar.org

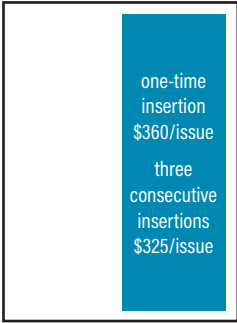
Ad Size Requirements



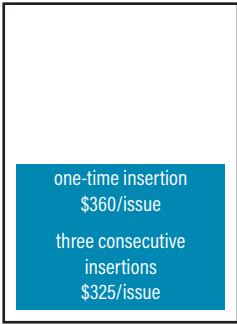
full page back cover
7.625" x 8.5"



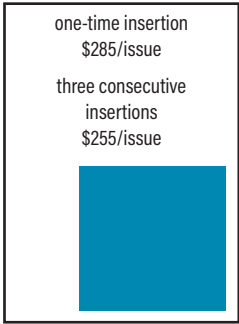
full page
7.75" x 10.125"



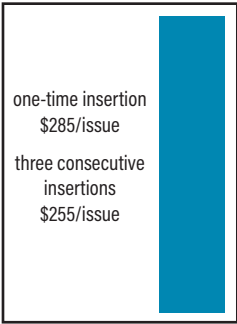
half page
(vertical)
3.75" x 10.125"



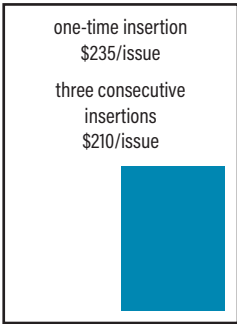
half page
(horizontal)
7.75" x 4.875"



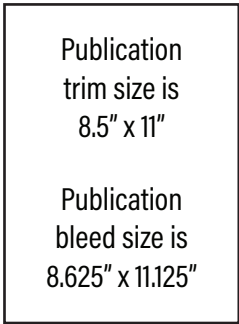
one third page
(square)
4.875" x 4.875"



one third page
(vertical)
2.5" x 10.125"



one fourth page
(vertical)
3.75" x 4.875"



Publication
trim size is
8.5" x 11"

Publication
bleed size is
8.625" x 11.125"

SUBMITTING ARTWORK

All artwork must be submitted electronically (preferably in a high-res PDF file) to swilkinson@wyomingbar.org. Other acceptable formats are .tif or .eps with a resolution of 300 dpi or better. All ads must be CMYK. RGB is not acceptable.

NEED HELP WITH ARTWORK?

Design assistance is available to advertisers for the preparation of their advertisement. There is a \$100 design fee if assistance is needed.

CLASSIFIED ADVERTISEMENTS

Classified advertising is available for \$1.00 per word with a minimum of 20 words. Add a border around the ad for an additional \$12.00. Email the text of your classified advertisement to swilkinson@wyomingbar.org for an accurate word count and rate quote. Classified ads are due on the "Art" deadlines below.

DEADLINES

Deadlines apply to both display and classified advertising. Cancellations or corrections must be made in writing no later than five working days after the published deadlines. Cancellations made after the five-day period may be subject to cancellation penalties.

DISCOUNTS

A 15% discount will be given to all non-profit organizations. The [Wyoming Lawyer](#) reserves the right to request a tax I.D. number for verification. Display advertising only.

DEADLINES

ISSUE

February 2024
April 2024
June 2024
August 2024
October 2024
December 2024

SPACE

January 1, 2024
March 1, 2024
May 1, 2024
July 1, 2024
September 1, 2024
November 1, 2024

ART

January 7, 2024
March 7, 2024
May 7, 2024
July 7, 2024
September 7, 2024
November 7, 2024

WYOMING LAWYER

2024 ADVERTISEMENT INSERTION ORDER

ADVERTISER INFORMATION

Date _____

Firm/Company Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

E-mail _____

Signature _____

AD SIZE SELECTION

PREMIUM POSITION

- ☐ back cover full page
- ☐ inside front full page
- ☐ inside front half page (horizontal only)
- ☐ inside back full page
- ☐ inside back half page (horizontal only)

INTERIOR POSITION

- ☐ full page
- ☐ one half page (vertical)
- ☐ one half page (horizontal)
- ☐ one third page (square)
- ☐ one third page (vertical)
- ☐ one fourth page (vertical)

DESIGN ASSISTANCE

- ☐ Design Assistance (\$100)
- ☐ Ad submitted by customer

PAYMENT OPTIONS

- ☐ Payment enclosed
- ☐ Please e-mail an electronic invoice to the above e-mail address
- ☐ Charge my credit card

credit card # _____

billing address _____

city/state/zip _____

security code _____

expiration date _____

ISSUE SELECTION

- Place my ad in the
- following issues of the
- Wyoming Lawyer:
- (check all that apply)
- ☐ February 2024
- ☐ April 2024
- ☐ June 2024
- ☐ August 2024
- ☐ October 2024
- ☐ December 2024

Submit completed
Insertion Order to:

Sharon Wilkinson
Wyoming State Bar
P.O. Box 109
Cheyenne, WY 82003
swilkinson@wyomingbar.org